

## BUSINESS PLAN

Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. This event recognizes PBL members who demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.

### COMPETENCIES

An effective business plan should include the following information:

**Executive Summary.** Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.

**Company Description.** Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.

**Industry Analysis.** Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.

**Target Market.** Provides a brief overview of the nature and accessibility of the target market.

**Competitive Analysis.** Includes an honest and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.

**Marketing Plan and Sales Strategy.** Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.

**Operations.** Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, utilization of technology, and processes followed to ensure delivery of products or services.

**Management and Organization.** Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.

**Long-Term Development.** Gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.

**Financials.** Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively.

In addition, many business plans include copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, etc.) in an appendix. Other examples of these types of documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, etc.

**ELIGIBILITY**

Each chapter is eligible to enter two (2) plans in this event. Participants must be on record as having paid dues by **March 1** of the current year.

Each plan may be authored by an individual member or by a team, not to exceed three (3) members. The plan must not have been submitted for a previous State Leadership Conference. In the case of a team project, no more than one (1) member may have competed in this event at a previous State Leadership Conference.

**PROCEDURES**

An entry form and a copy of the report must be mailed to the state office postmarked no later than the designated deadline.

Written reports must adhere to the following technical requirements:

**A. Report Content**

1. Report must contain a table of contents. A title page, divider pages, and appendices are optional.
2. Report must not exceed 30 pages, including the title page, table of contents, divider pages, and appendices. Front and back covers are not counted in the page limit.
3. Pages must be standard 8 1/2" x 11" paper.
4. Pages must not be laminated or bound in sheet protectors.
5. Reports may be single- or double-spaced.
6. Each side of the paper providing information is counted as a page.
7. Valuable items should not be included with the report. Copies should be sent rather than important original documents.
8. No items may be attached to any page in the report. Scrapbooks and loose or bulky exhibits are not acceptable.

**B. Report Covers**

1. Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
2. Report covers must contain the following information: Name of the School; State Chapter; Name of the Event; and Year (200x-200x). They may also contain other information.
3. The report covers are not counted against the page limit.
4. Cut out cover stock covers are allowed, but the page containing the cover information is counted in the page count.
5. Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover.
6. All reports must be bound (e.g. tape binding, spiral binding, etc.).
7. No items, such as labels or decals, may be attached to the front cover.
8. Two- or three-ring binders are not acceptable as report covers.
9. Report covers must not exceed 9 1/2" x 12".

**PROCEDURES** (continued)**C. Other**

1. Reports must be prepared by student members, not advisers. State and local advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.
2. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the start of the current State Leadership Conference.
3. Reports may describe proposed business ventures or a current business operation. The business venture must also be currently viable and realistic. The business described must not have been in operation for a period exceeding 12 months prior to the State Leadership Conference. Reports should not be submitted that evaluate ongoing business ventures.
4. Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.
5. Creativity through design and use of meaningful graphics is encouraged.
6. Entries not adhering to any of the event regulations will be **DISQUALIFIED**.
7. There will be no oral reports at the State Leadership Conference.

**JUDGING**

Reports will be screened to determine if the projects have complied with event eligibility and regulations. All decisions of the judges are final.

**AWARDS**

A plaque is presented to the first place winner. Certificates are given to winners of second through fifth places.

**PARTICIPATION AT NATIONAL**

The first and second place winners in this event are eligible to represent the state chapter at the National Leadership Conference. Please refer to the National PBL Chapter Handbook for guidance.

# RATING SHEET – MISSOURI PBL



Rank

School

## Business Plan

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Content</b>					
<b>Executive Summary</b> <ul style="list-style-type: none"> <li>Convinces reader that business concept is sound and has a reasonable chance of success</li> <li>Is concise and effectively written</li> </ul>	0	1-7	8-14	15-20	
<b>Company Description</b> <ul style="list-style-type: none"> <li>Legal form of business</li> <li>Effective date of business</li> <li>Company mission statement/vision</li> <li>Company governance</li> <li>Company location(s)</li> <li>Immediate development goals</li> <li>Overview of company's financial status</li> </ul>	0	1-5	6-10	11-15	
<b>Industry Analysis</b> <ul style="list-style-type: none"> <li>Description of industry (size, growth rates, nature of competition, history)</li> <li>Trends and strategic opportunities within industry</li> </ul>	0	1-5	6-10	11-15	
<b>Target Market</b> <ul style="list-style-type: none"> <li>Target market defined (size, growth potential, needs)</li> <li>Effective analysis of market's potential, current patterns, and sensitivities</li> </ul>	0	1-5	6-10	11-15	
<b>Competition</b> <ul style="list-style-type: none"> <li>Key competitors identified</li> <li>Effective analysis of competitors' strengths and weaknesses</li> <li>Potential future competitors</li> <li>Barriers to entry for new competitors identified</li> </ul>	0	1-5	6-10	11-15	
<b>Marketing Plan and Sales Strategy</b> <ul style="list-style-type: none"> <li>Key message to be communicated is identified</li> <li>Options for message delivery identified and analyzed</li> <li>Sales procedures and methods defined</li> </ul>	0	1-5	6-10	11-15	
<b>Operations</b> <ul style="list-style-type: none"> <li>Business facilities described</li> <li>Production plan defined and analyzed</li> <li>Workforce plan defined and analyzed</li> <li>Impact of technology</li> </ul>	0	1-5	6-10	11-15	

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Rank \_\_\_\_\_

School \_\_\_\_\_

## Business Plan

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Content (cont.)</b>					
<b>Management and Organization</b> <ul style="list-style-type: none"> <li>Key employees/principals identified and described</li> <li>Board of directors, advisory committee, consultants, and other human resources identified and described</li> <li>Plan for identifying, recruiting, and securing key participants described</li> <li>Compensation and incentives plan</li> </ul>	0	1-5	6-10	11-15	
<b>Long-term Development</b> <ul style="list-style-type: none"> <li>Long-term goals identified and documented</li> <li>Risks and potential adverse results identified and analyzed</li> <li>Strategy in place to take business toward long-term goals</li> </ul>	0	1-5	6-10	11-15	
<b>Financials</b> <ul style="list-style-type: none"> <li>Type of accounting system to be used is identified</li> <li>Financial projects, including monthly cash flow projection, is identified and reasonable</li> <li>Financial assumptions clearly identified</li> </ul>	0	1-7	8-14	15-20	
<b>Supporting Documents</b> <ul style="list-style-type: none"> <li>For example, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, product technical descriptions, endorsements, etc.</li> </ul>	0	1-5	6-10	11-15	
<b>Format a Report</b>					
Clear and concise presentation with logical arrangement of information	0	1-3	4-7	8-10	
Creativity of written presentation, design, and graphics	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	

**Total Points** \_\_\_\_\_ /200 max.

**Comments:**

**BUSINESS PLAN**

NAME OF SCHOOL	RANK BY JUDGE	RANK BY JUDGE	RANK BY JUDGE	TOTAL	FINAL RANK (Smaller Number Wins)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

In the event of a tie, the tie will be broken by awarding the higher rank to the person who received more small numbers from the judges.

↓ ↓      ✓ Winner  
 Example: 1 2 6 = 9    2  
    } Tied for second place  
    2 3 4 = 9    2

If tie remains after this step, judges will make a decision as to the rank to be assigned to the participants.